



GOVERNOR'S ADVISORY COUNCIL ON AGING

MATURE WORKFORCE COMMITTEE MEETING MINUTES July 10, 2008

Council Members Present

George Evanoff (Chair), William Engler, Joyce Finkelstein, Paul Herrmann, Bernadine Hoffman, Marilyn Johnson, Doyle Meredith, Sharon McKinley, Bernadette Polley, Barry Spiker

Committee Participants Present

Christine Bryson-Lazo, Victoria Furst, Sharon Gartner, Jennifer Kaufman Fourness, Monika Masciangelo, Joel Millman, Kathy Nyetrael, Peter Polk, Maria Ramirez-Trillo

Guests Present

Ginny Clark-Wright, Jay Crosby, Charlotte Hodel, Marie Sullivan

Council Staff Present

Melanie Starns, Shawn Trobia, Elsa Gaynor

Call to Order, Welcome, Introductions, and Approval of Minutes

George Evanoff called the meeting to order at 12:05pm, asked for introductions, and approval of the meeting minutes from April 3, 2008 meeting. *Peter Polk made a motion to approve the minutes and it was seconded by Sharon McKinley. Motion passed unanimously.*

Action Items Follow-Up

Melanie Starns, Executive Director of the Governor's Advisory Council on Aging, noted that there were no action items from the last full committee meeting.

Governor's Conference on Aging Review

Ms. Starns provided a brief report on the conference that was held in May at the Mesa Convention Center. At this time, Barry Spiker, Council Member, was asked to share information on the conference evaluations completed by many of the conference attendees. Mr. Spiker noted that overall, the conference was rated in the 4.5 or 4.6 approval rating area, on a scale of "0" to "5," with "5" being the most favorable. Mr. Spiker also acknowledged fellow Council Member Bernadine Hoffman, who helped by compiling the ratings and comments from the attendees. Committee participants were also asked to share their views and comments about the conference, and input was provided.

NOTE: At this time, the Committee Chair asked for committee review of two sets of sub-committee minutes from meetings held since the last full MWC meeting. Ms. Shawn

Trobia, Council staff, provided a brief summary of the sub-committee minutes. Meeting participants were referred to the minutes from the *Resource & Communications Sub-Committee meeting held May 6, 2008*. Jennifer Kaufman Fourness made a motion to approve the minutes and it was seconded by Joel Millman. Motion passed unanimously. Committee participants were then referred to the minutes from the *joint meeting of the Resource & Communications Sub-Committee and the Mature Worker Friendly Employer Certification Sub-Committee meeting that was held on June 6, 2008*. William Engler made a motion to approve the minutes and it was seconded by Peter Polk. Motion passed unanimously.

Status Reports from Sub-Committees & Group Discussion

Mature Worker Friendly Employer Certification Applications

Ms. Trobia provided the committee with a handout, and reported that to date, fifty one organizations have applied for the Mature Worker Friendly Employer Certification. Committee members were reminded that the deadline to apply is July 31st. Ms. Starns encouraged the committee members to remind their employers of the timeframe, and to make application for this important certification.

Ms. Starns reported that the Power Point (PPT) presentation being developed for the employer training has been revised by both the certification workgroup and Pima Community College, and was just returned to the Council for another review. The Council review is planned to take place soon. Some discussion followed, including the suggestion that a work session be planned to “run through” the presentation, and complete the “notes” section of each PPT slide.

NOTE: At this time, a new participant arriving after introductions were made was asked to introduce herself. After introducing herself, Ginny Clark-Wright asked the committee to consider workers with hearing losses as the committee makes plans for future activities regarding mature workers.

Mature Worker Website

Monika Masciangelo, Jobing.com, provided the committee with a slide show of the current pages of the Mature Worker Website, as an internet connection was not available at today’s meeting. Ms. Masciangelo noted some of the recent changes made to the website as she reviewed the pages. Jobing.com is planning to have the Mature Worker logo be available to post on the individual job postings of the employers who have obtained the Mature Worker Certification. It was also noted that the possibility of the “clickable map,” as requested by the committee, will be explored by the technical staff at Jobing.com. If it is possible to provide this feature on the website, the committee can expect to see this work completed by the end of August.

Ms. Trobia provided the criteria to be considered by committee members as they submit information for possible inclusion on the website. Community resources that are posted on the website must provide information or services at little or no cost to the public. Committee members were asked to provide a short 2-3 sentence description of the organization, as well as a link to the website. Ms. Trobia will edit the current Data Collection Tool form to reflect this information and will resend it to the full committee

via email, for their use. The importance of full committee participation in submitting resources to help more fully populate the website was discussed.

Ms. Masciangelo reviewed the *Events* page on the website, and showed the on-line form to be completed by the public. After completing the form on the website, the information will be forwarded to the Council office, where it will then be added to the website, as appropriate. Committee participants are asked to submit employment and workforce related events for this web page. It was noted that events will automatically be removed from this page once the date of the event has passed.

A suggestion was made to post instructions on the website that will inform visitors how to enlarge the text on the site.

Next Steps in Certification & Website Process

The curriculum for the employer training is expected to be finalized within the next few weeks. After committee discussion, it was determined that the curriculum will then be “tested” by a committee workgroup, and then presented to a small focus group of employers. Once the certification application deadline has passed, the committee will know the various locations of the employers that have made application for the certification. Committee discussion then followed about the advantages and disadvantages of providing employer training in person, or via a web conference. It was noted that training via web conference may be the most efficient way to reach employers in the parts of the state that are more rural, and where only a few employers are seeking the certification. Due to the length of the training, it was suggested that the training be provided in two two-hour sessions, as modules. Ms. Trobia will contact the organizations that have applied for the certification to date, and ask for input on the preference of in person training, or web conference training.

A handout, written for employers and organizations seeking more information about the certification, was provided to committee participants. Committee members were encouraged to share this document with employers within their networks.

Future Directions for Committee Activities

Committee participants were asked for input on future directions for the group. Suggestions to be considered included:

- Involvement in other *Aging 2020* issues
- Recognition of stellar employers who have received the Mature Worker Friendly Employer Certification, with the possibility of recognizing an employer within every Chamber of Commerce across the state
- Public Service Announcements, development of a speakers’ bureau, the encouragement of mentoring between mature workers and workers from other generations
- Set up a process where progress in the Mature Workforce Initiative can be measured, such as workforce re-entry, numbers of new hires of workers and retention of workers. It was noted that baseline data would be needed to do this
- Expand work to include other specific populations, such as displaced workers, etc.

- Promotion of “information bridge” rather than “information gap” between groups of workers, employers, etc.
- While mentoring states on a national scale, perhaps provide outreach to states that are geographically close to Arizona
- Work with Rio Salado College, as well as other community colleges across the state in developing five core courses for ongoing Certified Employers’ trainings
- Expand partners at the table, including Chambers of Commerce, (Chandler Chamber of Commerce is represented at today’s meeting) the Arizona Women’s Education & Employment, Inc. organization, (which is also represented at today’s meeting,) etc.
- Possible development of a council for businesses, with the intent of receiving feedback from the business community

The importance of being sure to finish the Mature Worker Website and the MW Employer Certification work in a comprehensive, effective, and *quality* manner was noted by the committee. Thus, it was agreed that while we will discuss future directions, no new activities will be undertaken until after December 2008.

Other Updates, New Business & Announcements

- The committee Chair invited Marie Sullivan, President and CEO of Arizona Women’s Education & Employment, Inc. (AWEE) to share information with the committee. Ms. Sullivan once again introduced herself, and shared that the organization focuses on job seekers, assisting them to be ‘workforce ready’ in a manner that also looks at the person’s life as a whole. Ms. Sullivan looks forward to joining efforts with the committee and the Governor’s Office by working to help integrate the activities and goals that are so important to both employers and job seekers.
- Ms. Charlotte Hodel, Chandler Chamber of Commerce, was also invited to share information with the committee. Ms. Hodel spoke about the “When Work Works” program that is hosted by the Chamber. This program recognizes flexibility in the workplace by employers, and Ms. Hodel noted that the Chandler Chamber has set national records for the number of employers applying for this award. The Chandler Chamber of Commerce is interested in becoming more involved in the AZ Mature Workforce Initiative, and looks forward to continuing the communications about the work being done by both the Chamber and the partners of the Arizona Mature Workforce Initiative.
- Marie Ramirez-Trillo provided the committee with a handout from the AARP Foundation highlighting free on-line training available to eligible workers over the age of 40 years old.

Action Items

- Ms. Trobia will edit the current Data Collection Tool form to reflect the current information now needed for resources posted on the Mature Worker Website. The form will then be resent to the full committee via email, for their use.
- Committee members are asked to submit requested information for any community resources that are to be considered for inclusion and posting on the Mature Worker Website.

- Ms. Trobia will contact the organizations that have applied for the certification to date, and ask for input on the preference of in person training, or web conference training.
- A certification training workgroup will meet to finalize and test the certification training.

Adjournment

Meeting adjourned at 2:12 p.m.

Next Meeting

It was announced that although the upcoming meeting date on today's meeting agenda is shown as September 11th, the next meeting date has been changed to Thursday, September 4, 2008. These meetings are open to the public.